In the Claims

Claims 1 - 18 (Cancelled)

19. (New) A process for displaying personal information in an interactive television broadcast comprising:

acquiring personal information with the aid of personal equipment,

transmitting the personal information to a server for broadcasting content,

processing the personal information from the server for broadcasting content comprising formatting data comprising the personal information intended to be used by application software of the interactive television and encapsulating the data in a format for the transportation of a video stream, wherein the encapsulated data is broadcast as a multiplex with video streams corresponding to a televised broadcast associated with the personal information and the user simultaneously displays and removes video information and the personal information.

20. (New) The display process according to claim 19, wherein the transport format of the personal information is an MPEG format.

21. (New) The display process according to claim 19, wherein the personal information is short SMS messages.

22. (New) The display process according to claim 19, wherein the personal information is multimedia MMS messages.

23. (New) The display process according to claim 19, wherein the personal information is digital images.

24. (New) The display process according to claim 19, wherein the personal information is acquired on a portable telephone and transmitted to a server of a telecommunication operator.

25.   (New) The display process according to claim 19, wherein the personal information is acquired on a personal computer.

26.   (New) The display process according to claim 21, wherein the information processing stage comprises an operation for aggregation of the personal information including constructing at least one queue constituted of a plurality of messages.

27.   (New) The display process according to claim 21, wherein processing the personal information comprises an operation for aggregation of the personal information including constructing a plurality of queues.

28.   (New) The display process according to claim 19, further comprising filtering personal information encapsulated as a function of parameters recorded on the personal equipment.

29.   (New) The display process according to claim 19, wherein the personal information contains a header comprising personalizing filtered data of equipment of a TV viewer or of a group of TV viewers.

30.   (New) The display process according to claim 19, further comprising displaying advertising information.

31.   (New) The display process according to claim 30, wherein the advertising information is text.

32.   (New) The display process according to claim 30, wherein the advertising information comes from graphic files.

33.   (New) The display process according to claim 32, wherein the graphic files are in JPEG, GIF, PNG or BMP format.

34. (New) The display process according to claim 19, further comprising constructing multiple streams from bits of personal information, each comprising a part of the personal information, before processing the information.

35. (New) The display process according to claim 34, wherein different streams allow broadcasting into different chat rooms.

36. (New) A system that displays the personal information according to the process of claim 19, comprising means for acquiring the personal information, a transmitter and a display.